

**INFORMATION DISCLOSURE CITATION
IN AN APPLICATION**
(Use several sheets if necessary)

PTO Form 1449

Atty Docket No.

0110754-629

Application No.

09/385,489

Applicant

Thomas J. Sullivan et al.

Filing Date

August 30, 1999

Group

3622

U.S. PATENT DOCUMENTS

Examiner's Initials	Document Number	Publication Date	Inventor	Class	Subclass	Filing Date If Appropriate

FOREIGN PATENT DOCUMENTS

Examiner's Initials	Document Number	Publication Date	Country	Class	Subclass	Translation Yes No

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

Examiner's Initials	
DL	Efficient Consumer Response, written by Kurt Salmon Associates, published in 1993.
DL	Trade Promotion Spending & Merchandising 1998 Industry Study, written by Cannondale Associates, published in 1998.

Examiner:

Date Considered:

9/16/05

*Examiner: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.